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PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

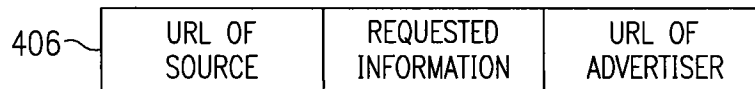


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

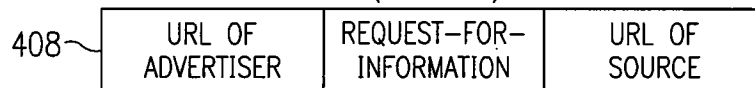


FIG. 4e

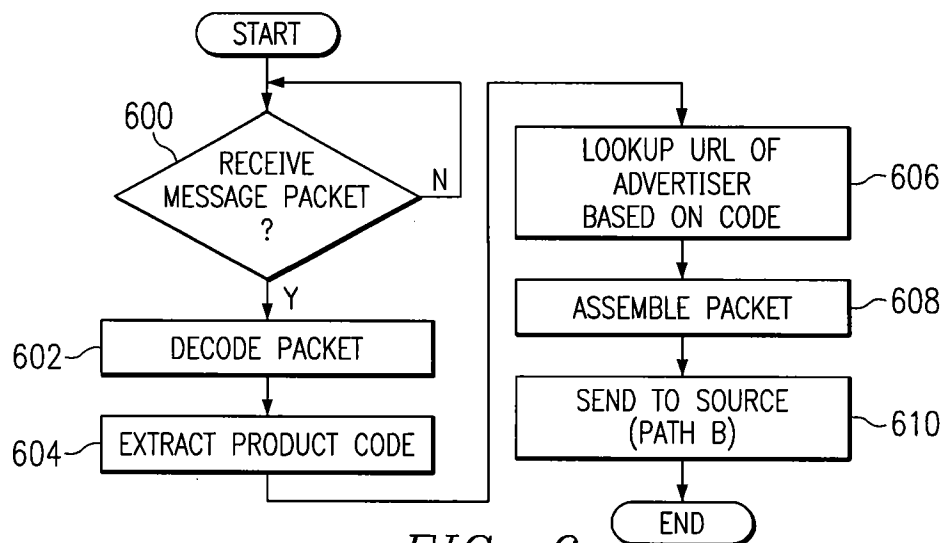


FIG. 6

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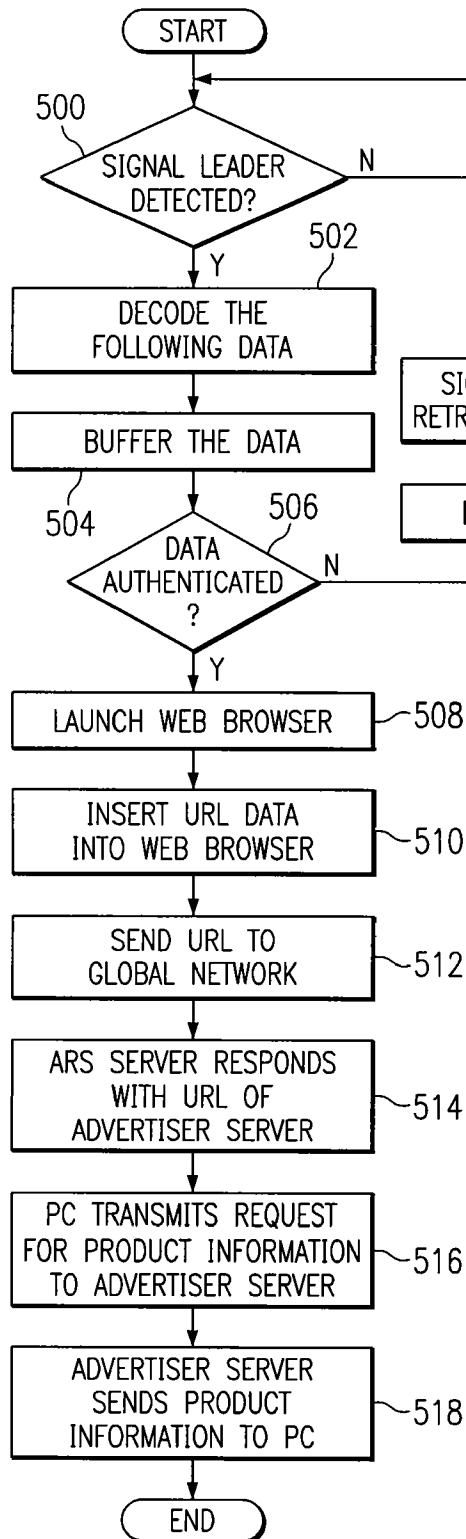


FIG. 5

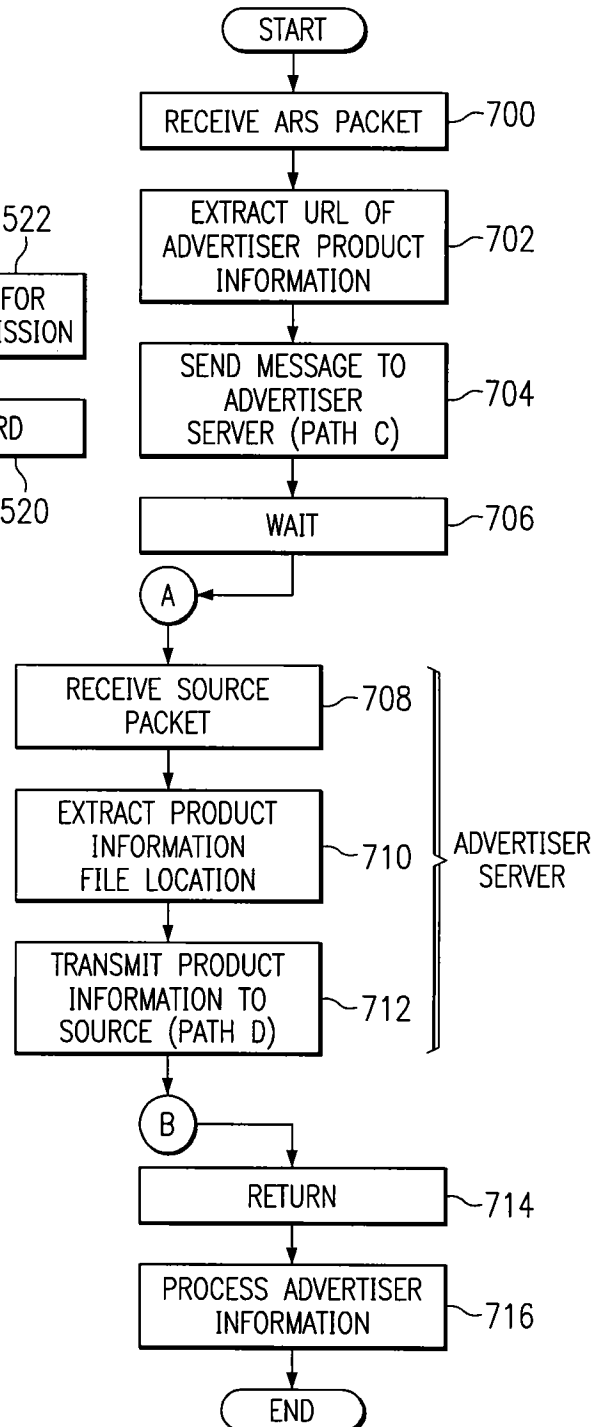


FIG. 7

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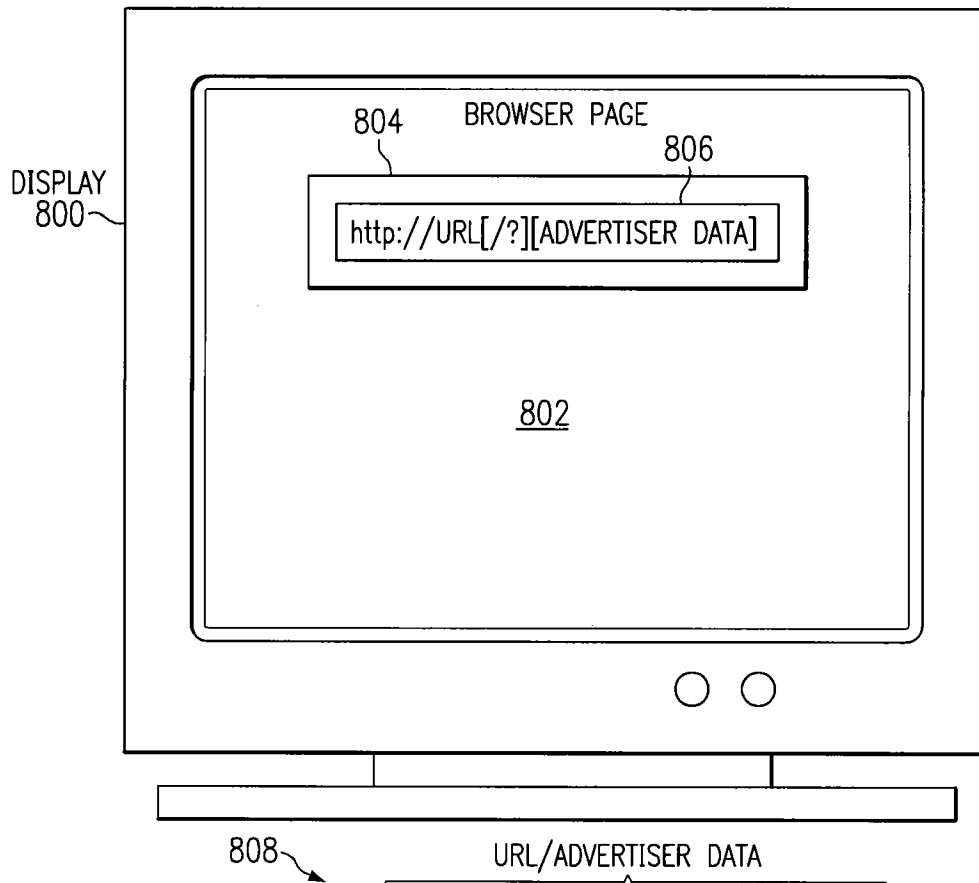


FIG. 8

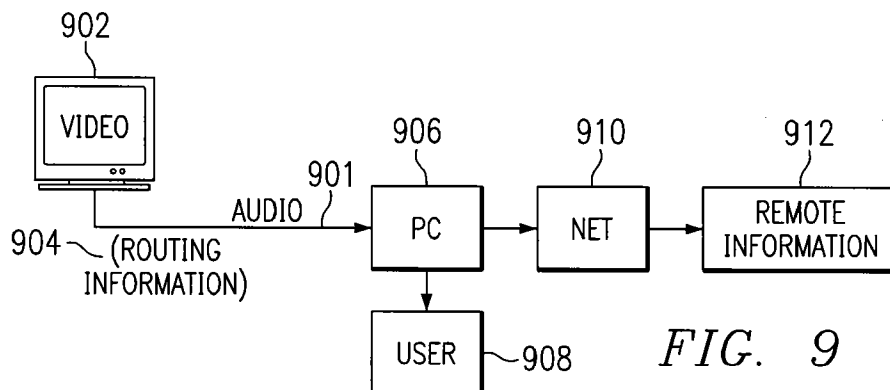
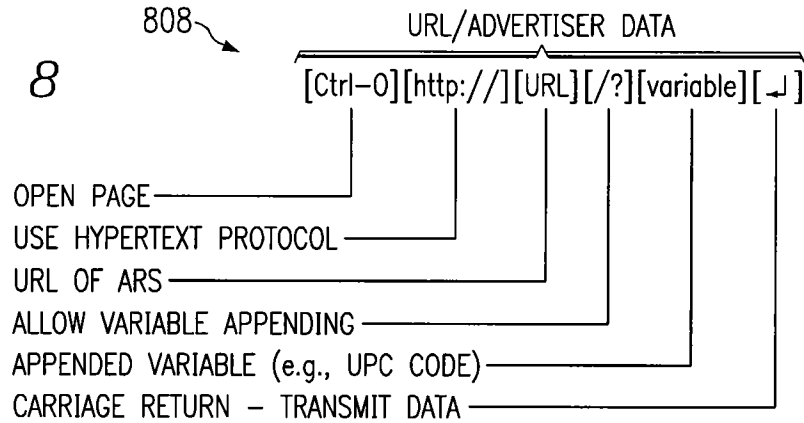
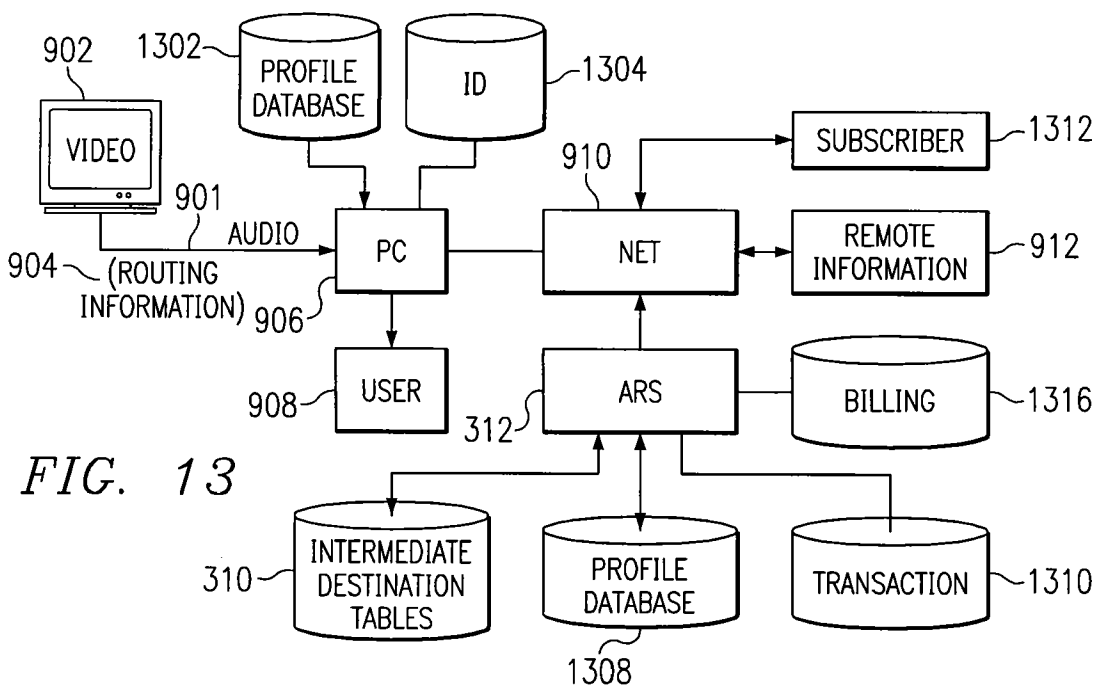
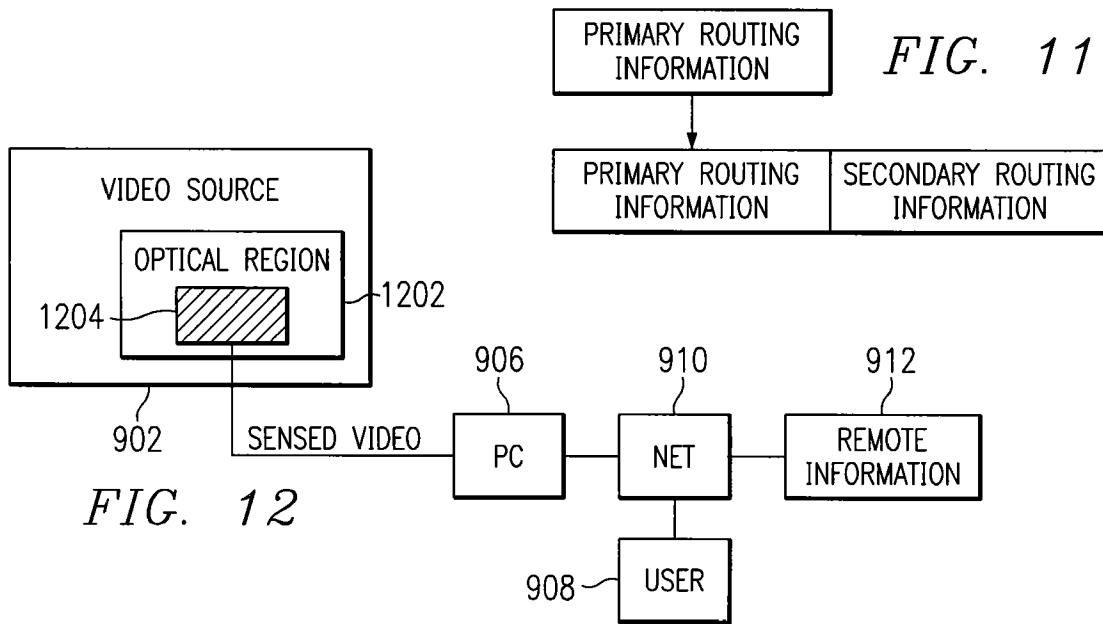
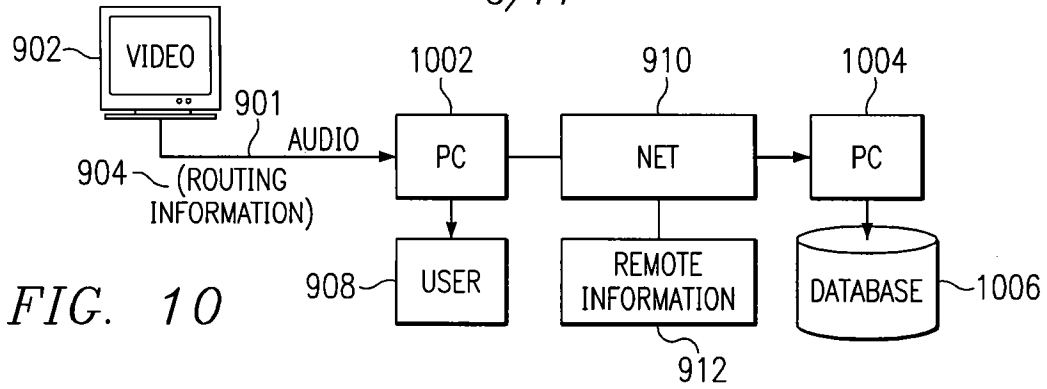


FIG. 9

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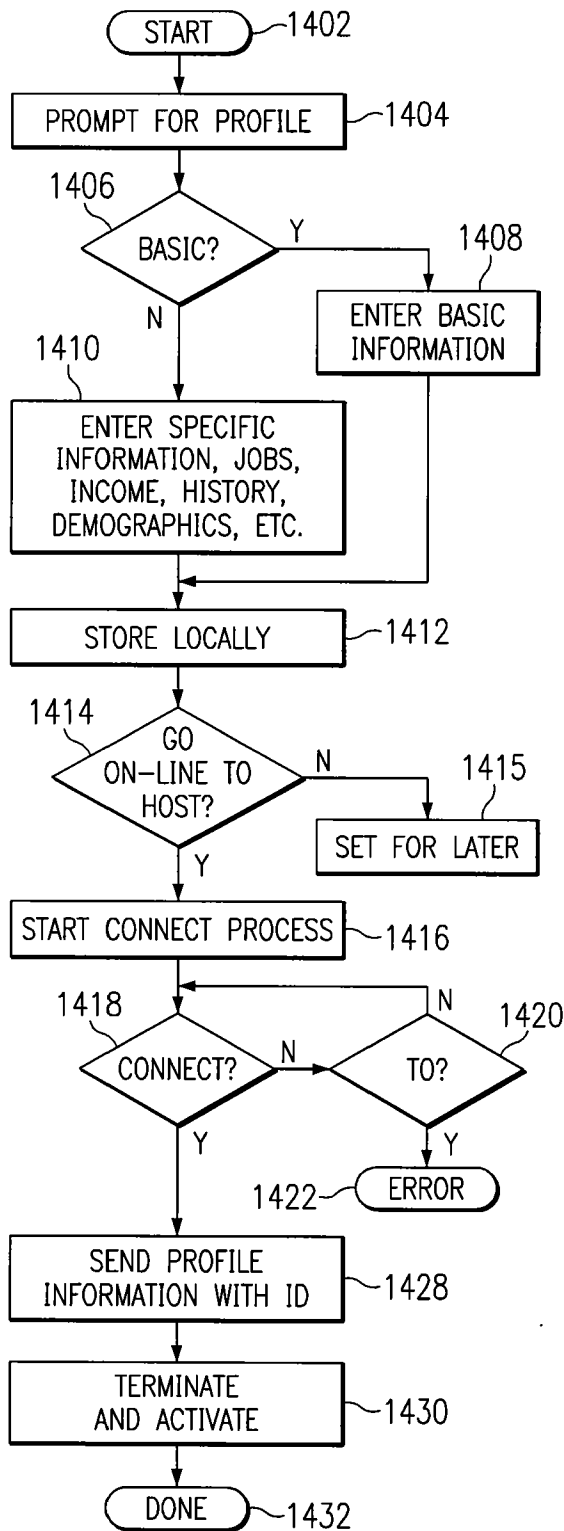


FIG. 14

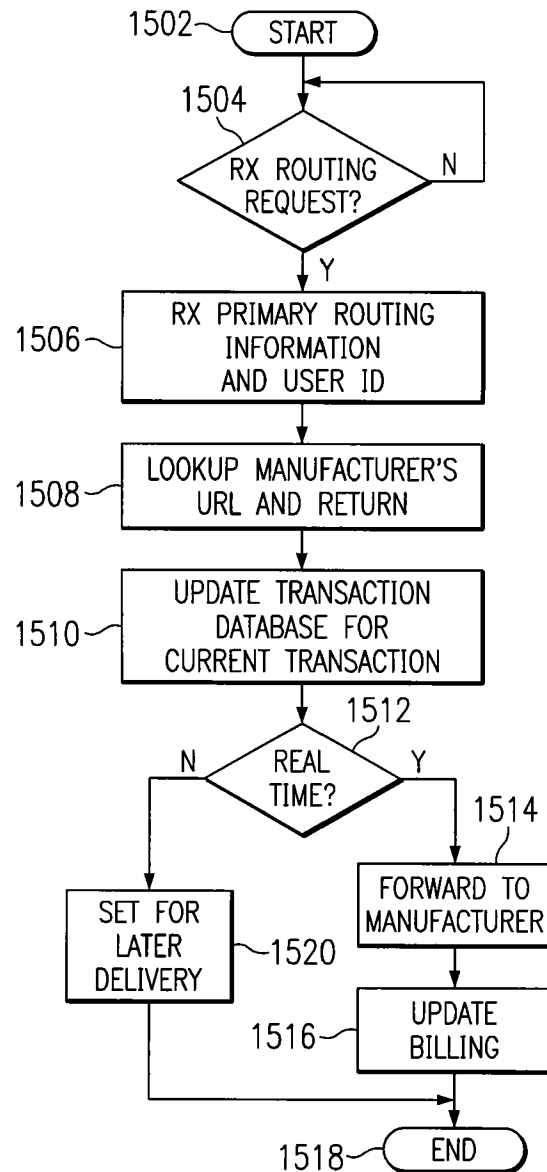


FIG. 15

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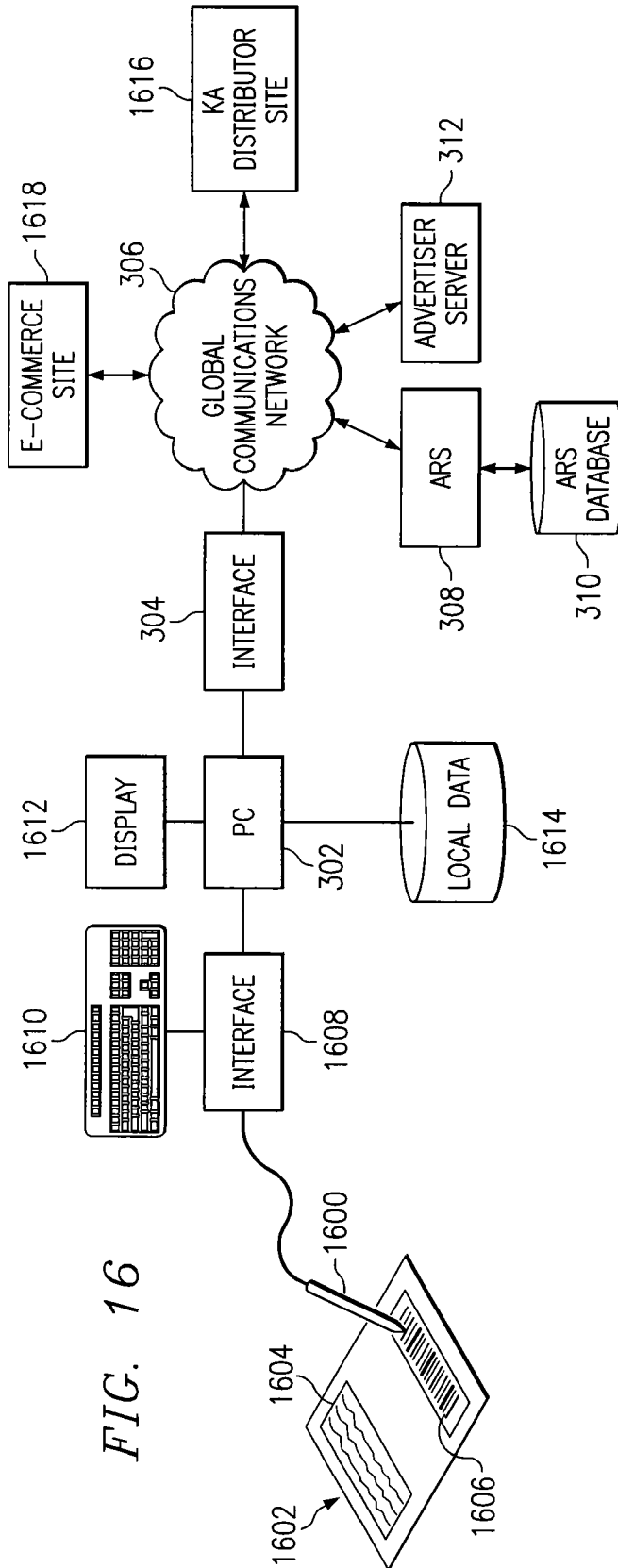


FIG. 16

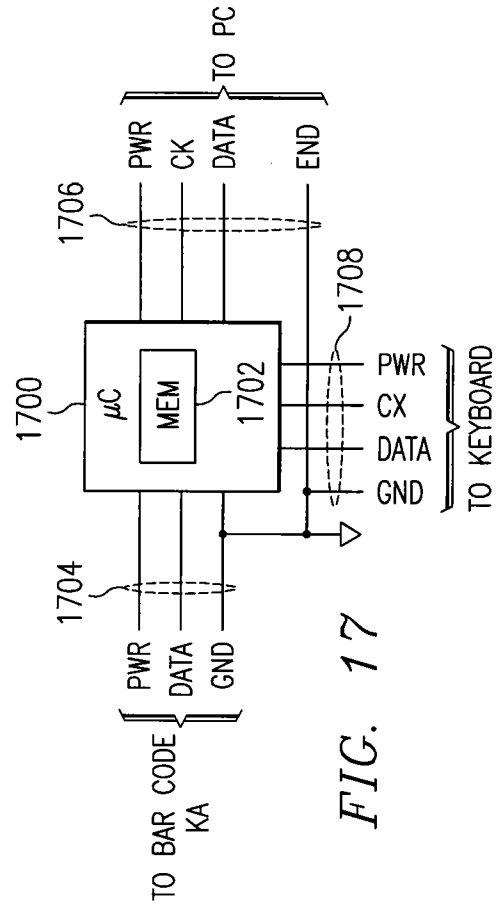
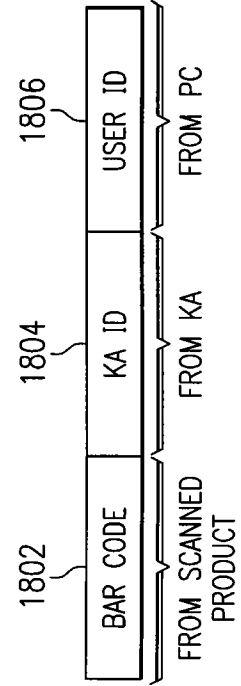


FIG. 17

FIG. 18



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FIG. 19

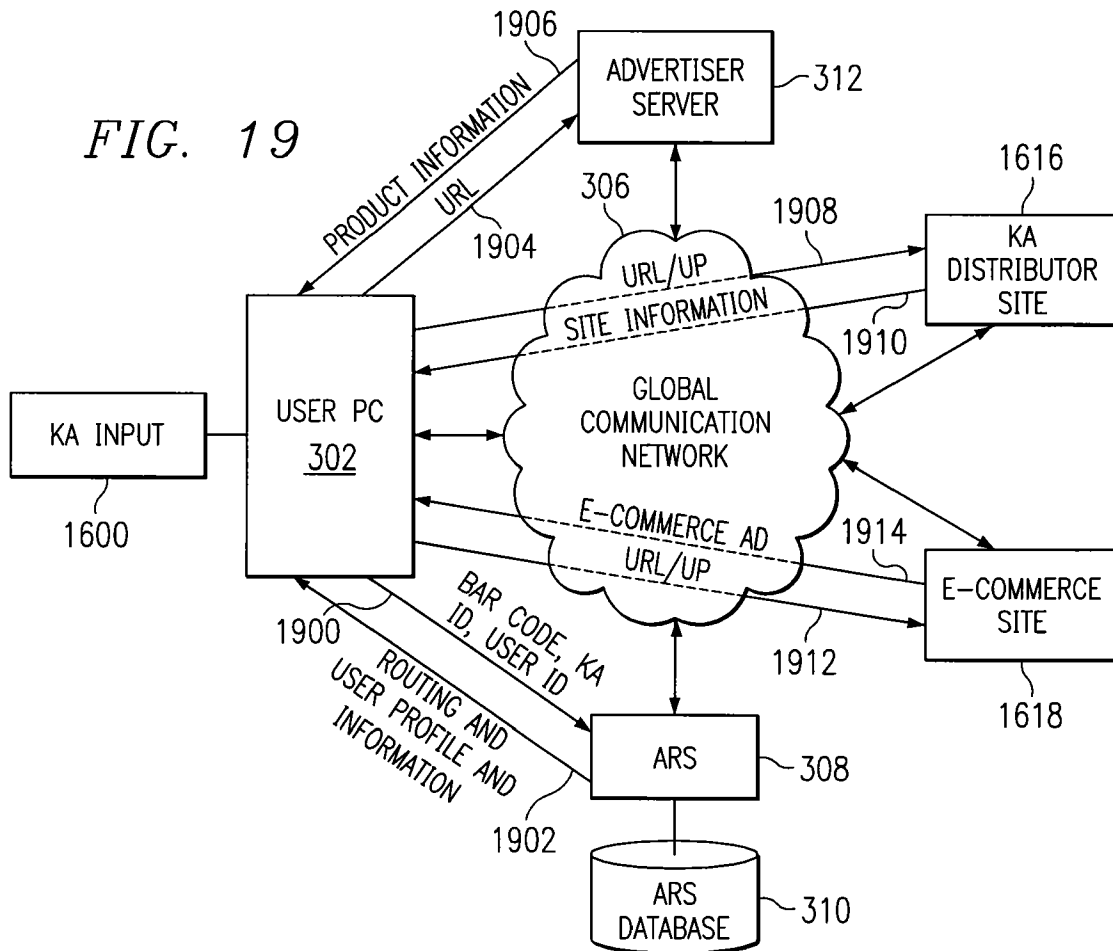
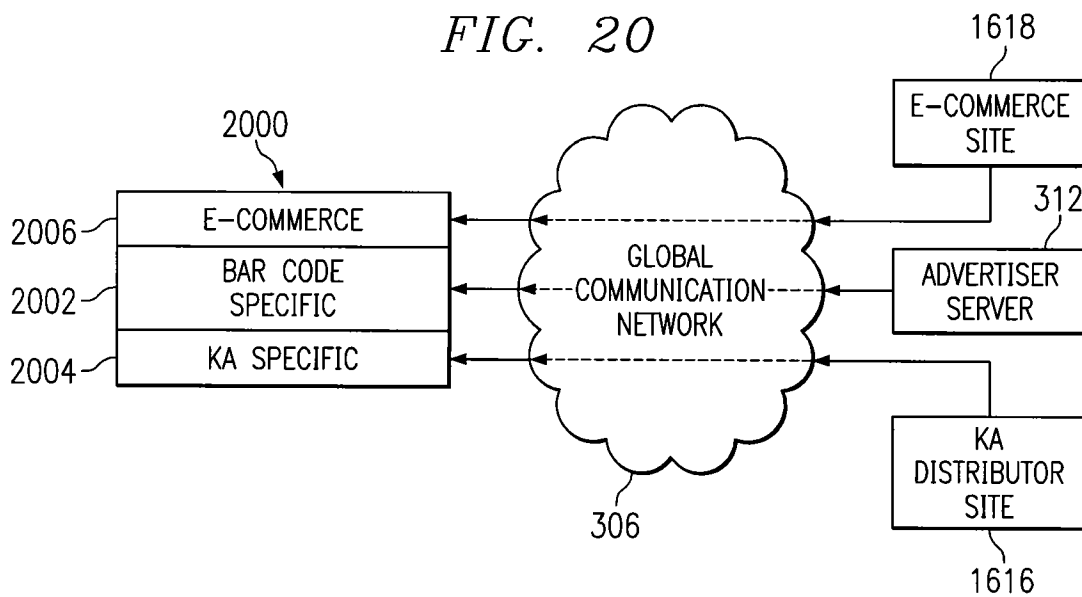


FIG. 20

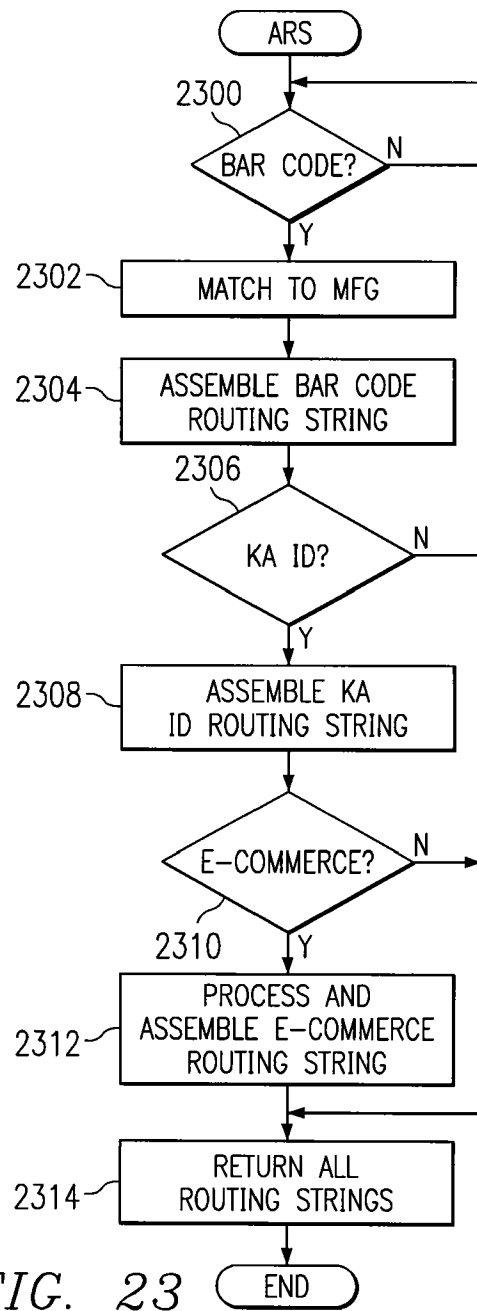
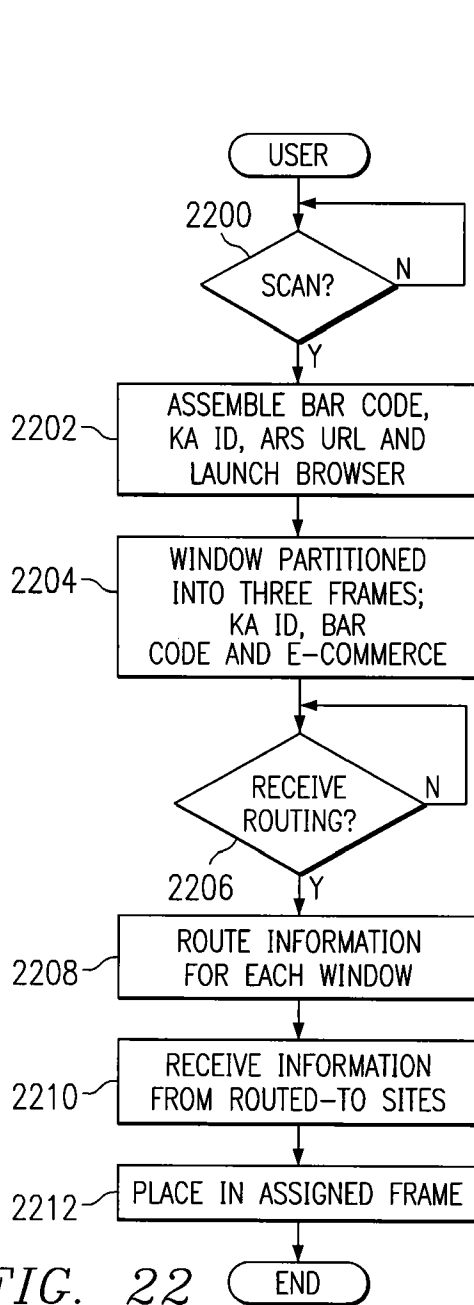


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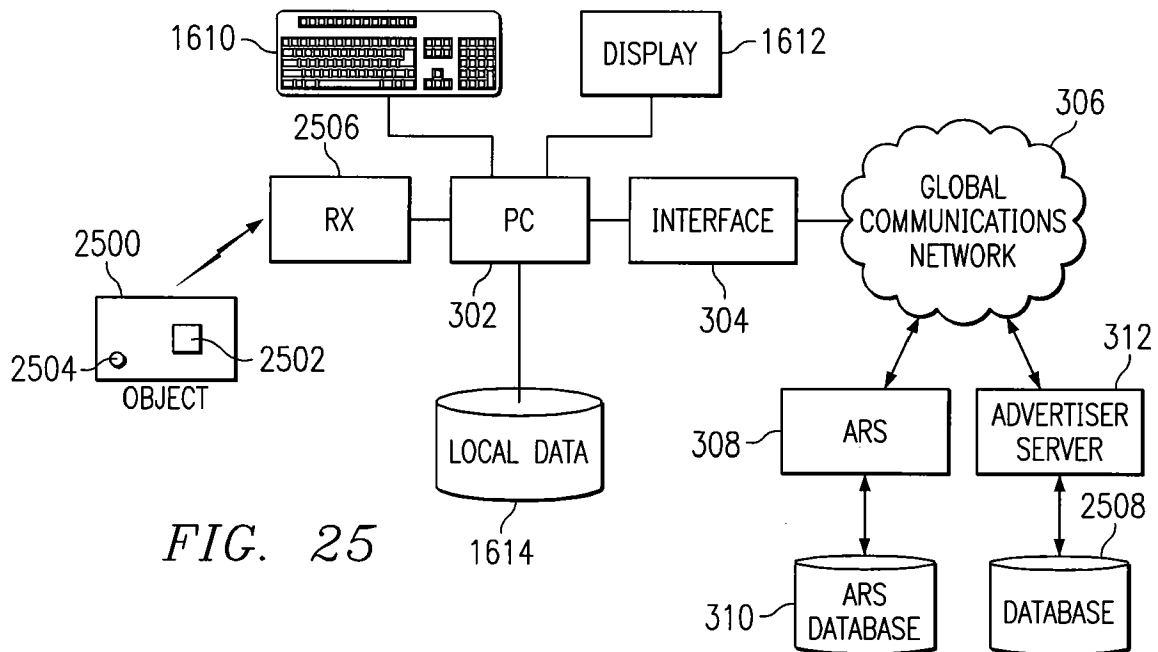
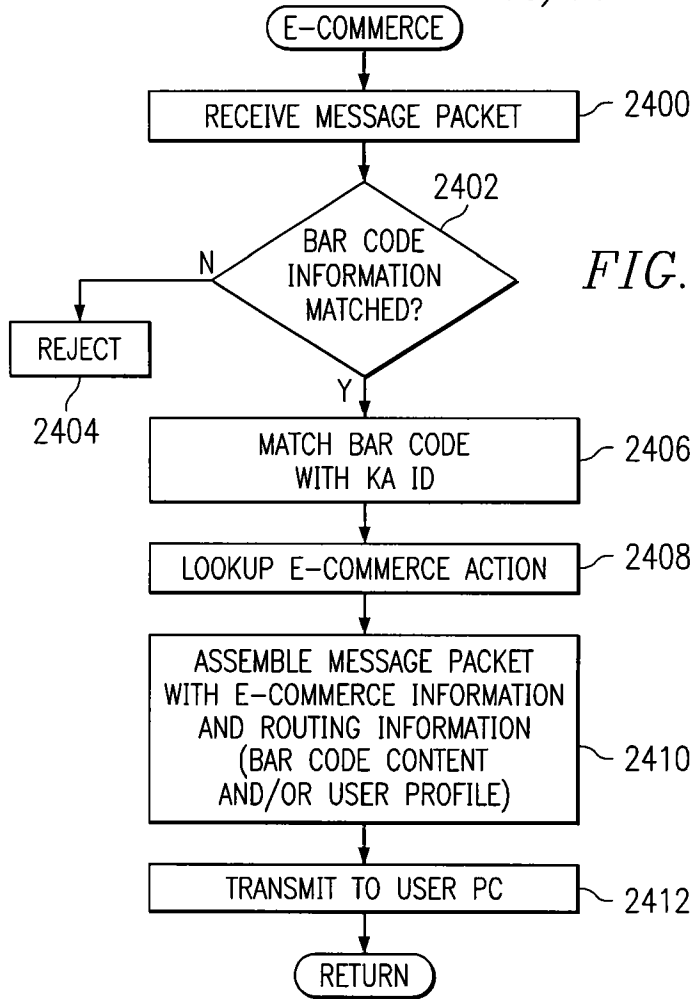
FIG. 21

ARS DATABASE
2100

2102		2104		2106	2108	
PRODUCT		KA		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION



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FIG. 26

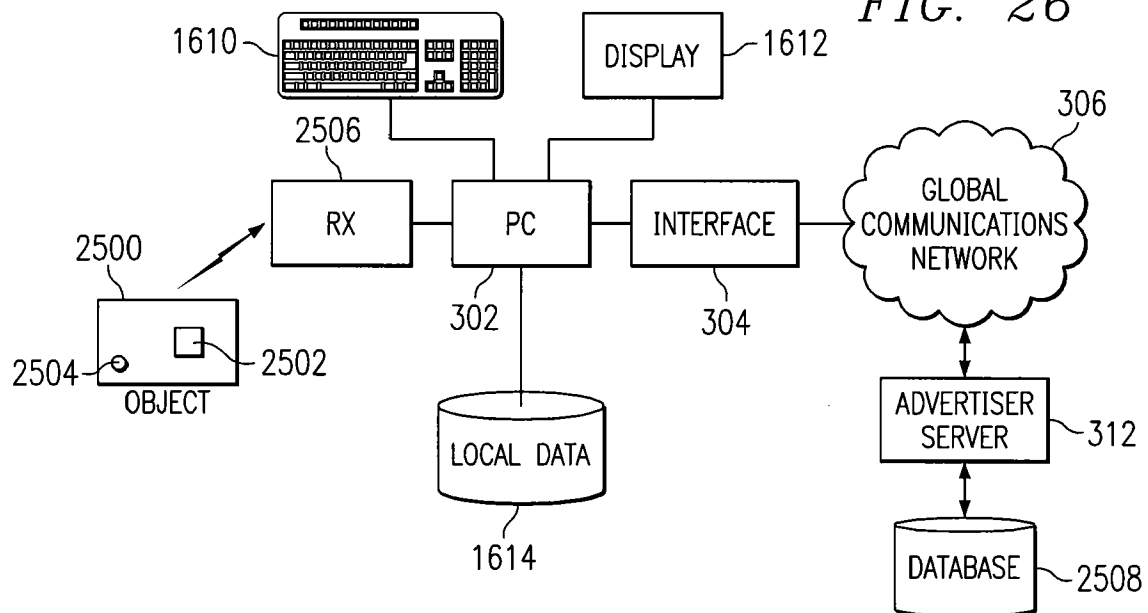


FIG. 27

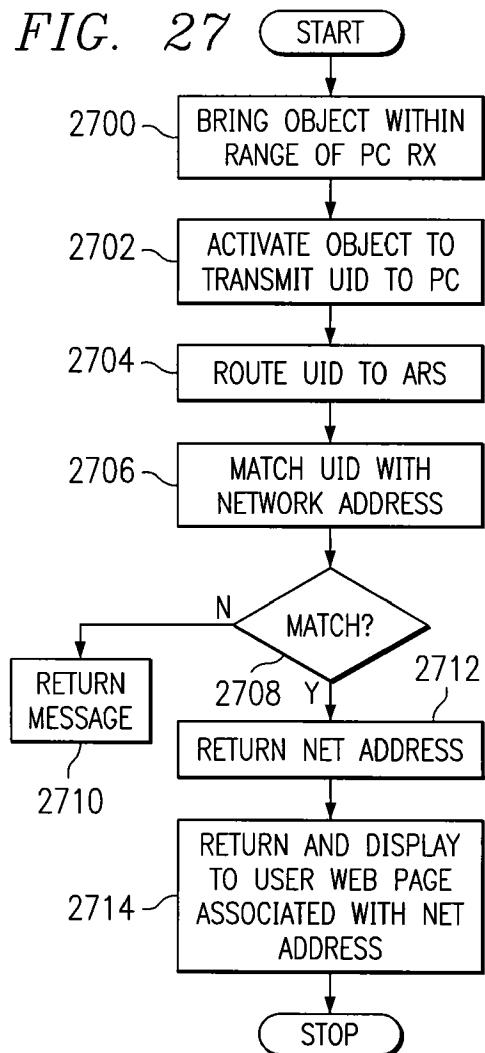
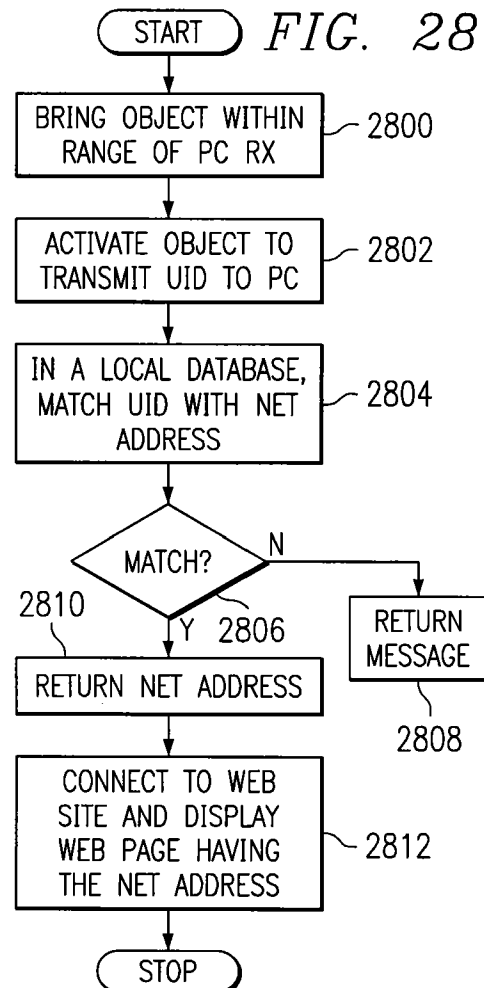


FIG. 28



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FIG. 29

2900	2902
UID	NET ADDRESS

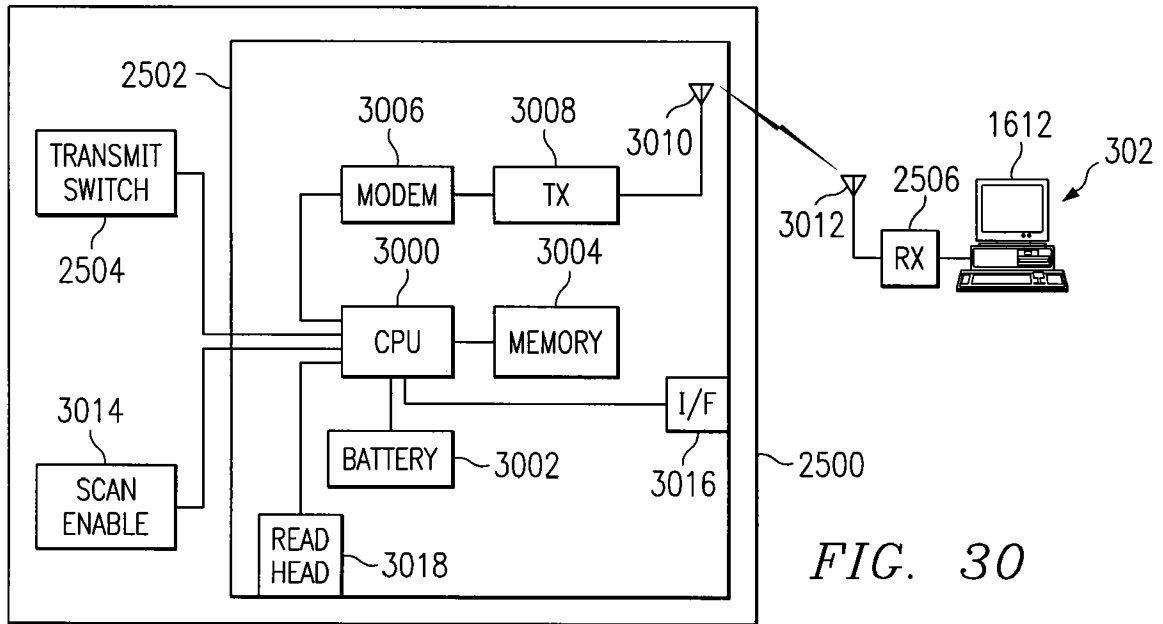


FIG. 30

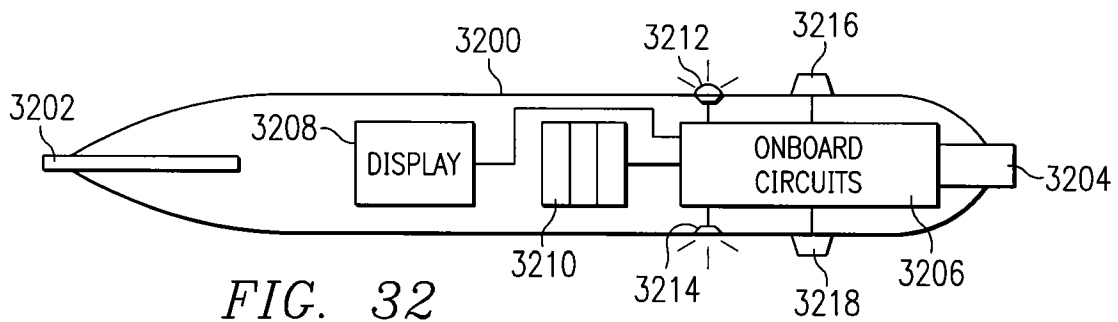


FIG. 32

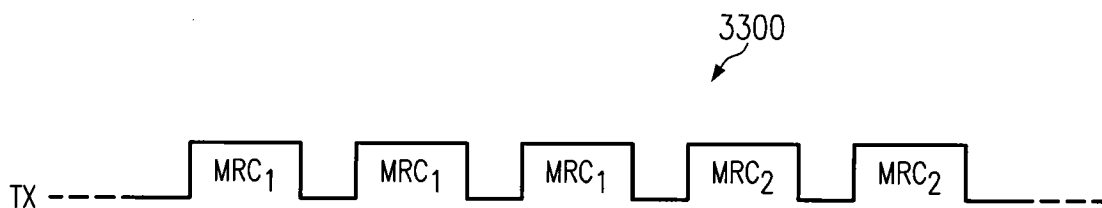


FIG. 33

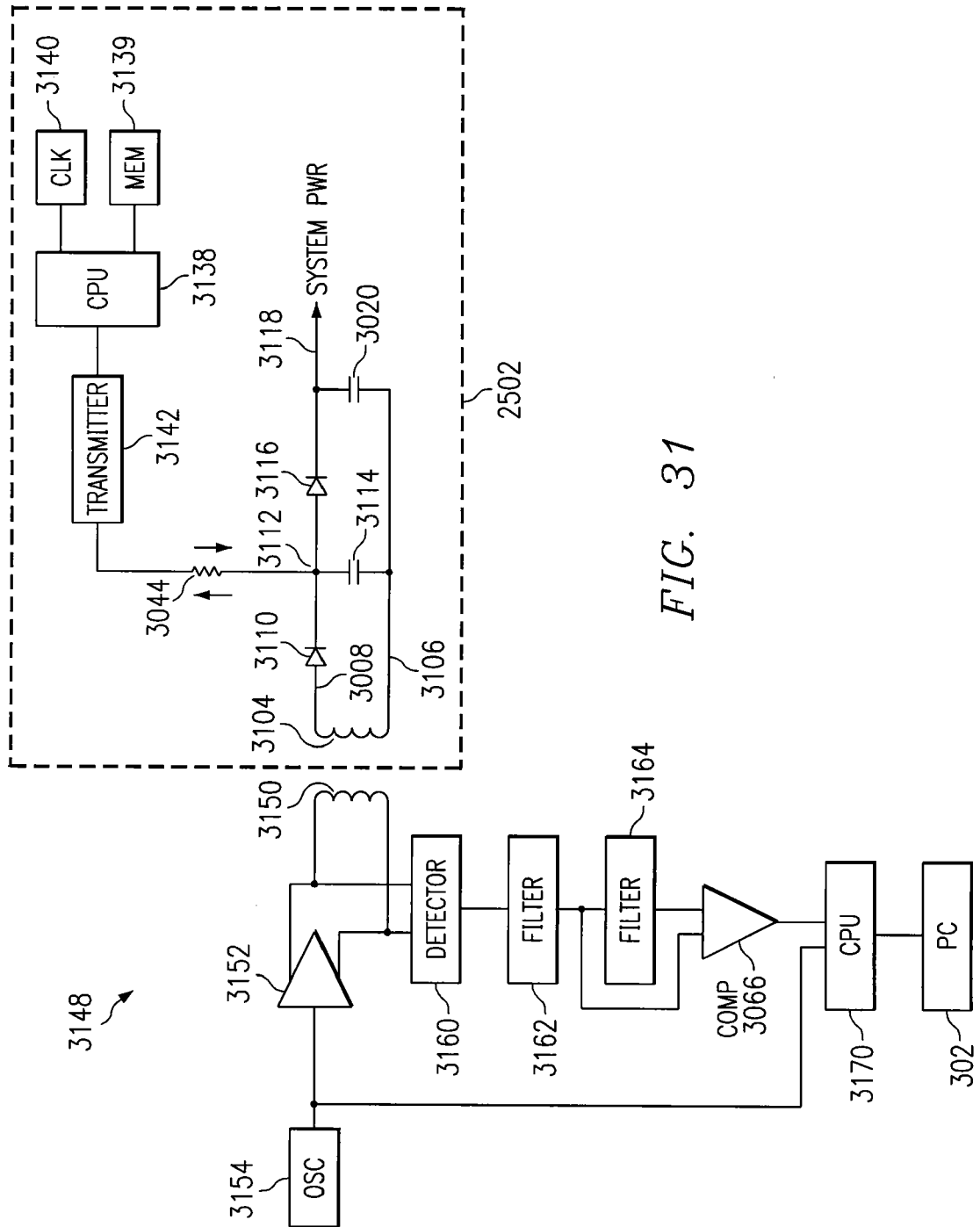


FIG. 31

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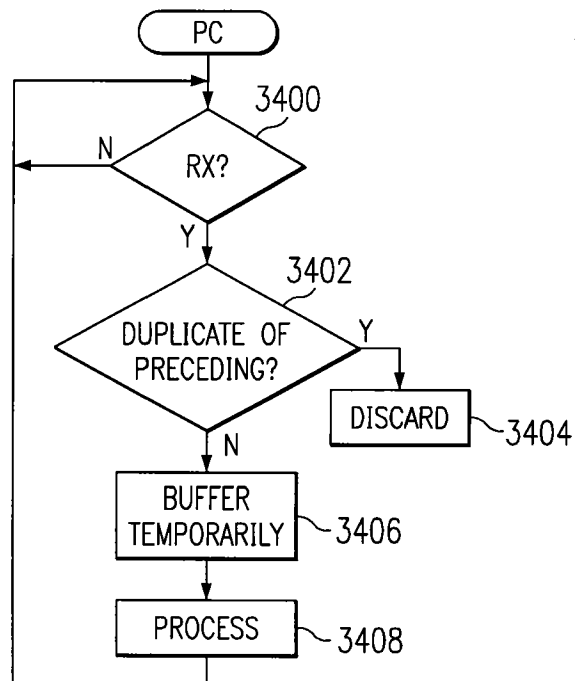


FIG. 34

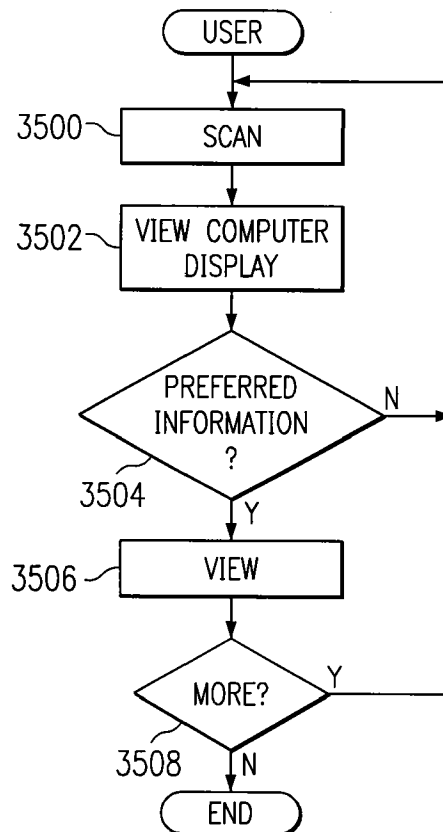


FIG. 35